

SELFRIDGES & CO

02 AUG -6 AM 12:43

Our Ref. 50005

The Securities & Exchange Commission
Office of International Corporation Finance
450 Fifth Street NW
Washington DC 20549
U S A

26 July 2002



SUPPL

Dear Sirs

Re: Selfridges File No: 82-4818

Please find enclosed a copy of a recent announcement made to the London Stock Exchange on 24 July 2002.

Yours faithfully

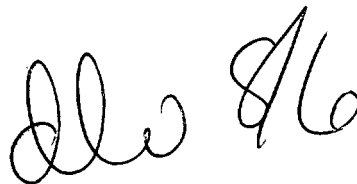

Ann Shrimpton
Company Secretary's Office

Encs.

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| Company | Headline | Embargo | Last Upda |
|----------------|-----------------------|---------|----------------|
| Selfridges PLC | Director Shareholding | | 15:40 24 Jul 0 |

[Full Announcement Text](#)

DIRECTORS' SHAREHOLDING

On 23 July 2002 Selfridges plc (the "Company") allotted a total of 482,040 ordinary shares under the Selfridges plc Executive Long Term Incentive Plan and the Management Long Term Incentive Plan to members of the management team of Selfridges Retail Limited (the wholly owned subsidiary which includes the two executive directors of the Company).

Vittorio Radice (Chief Executive) was allotted 92,929 ordinary shares. He has sold 36,929 ordinary shares (at 241p each) to meet the immediate Income Tax Liability on the allotment (the liability was calculated at the closing mid-market price of the shares (261.5p) on 19 July 2002 - the day immediately preceding the vesting) and he now holds a total of 150,000 ordinary shares.

Peter Williams (Finance Director) was allotted 51,627 ordinary shares. He has sold 22,475 ordinary shares (at 241p each) to meet the immediate Income Tax Liability on the allotment (the liability was calculated at the closing mid-market price of the shares (261.5p) on 19 July 2002 - the day immediately preceding the vesting) and he now holds a total of 85,152 ordinary shares.

END

[status list](#)